

Message Text

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FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC PRIORITY 8125

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TAGS: BEXP, TW

SUBJECT: FY-1976 CCP--PROPOSED IN-STORE PROMOTION

REF: (A) FY 1976 CCP, (B) 75 STATE 221781

1. THE EMBASSY HAS EXPLORED THE POSSIBILITY OF HOLDING A MULTI-STORE IN-STORE BICENTENNIAL PROMOTION, SUGGESTED REFTTEL, WITH LOCAL DEPARTMENT STORES. BASED ON THE INTEREST EXPRESSED BY THE VARIOUS STORES, WE HAVE DECIDED A MULTI-STORE PROMOTION IS NOT FEASIBLE.

2. HOWEVER, ONE DEPARTMENT STORE CHAIN, FAR EASTERN, HAS EXPRESSED A STRONG INTEREST IN STAGING AN IN-STORE PROMOTION WITH A BICENTENNIAL THEME AT ITS MAJOR NEW STORE IN TAINAN, WHICH IS DUE TO OPEN IN MARCH 1976. FAR EASTERN PROPOSES TO HOLD THE PROMOTION DURING THE JULY 1976 PERIOD, PERHAPS KEYED TO JULY 4. AFTER DISCUSSION WITH EMBASSY OFFICERS, IT WAS DECIDED NOT TO TRY TO STAGE THE PROMOTION SIMULTANEOUSLY IN ITS FOUR STORES (TAINAN, TAIPEI, TAICHUNG, KAOHSIUNG) BUT TO BEGIN WITH THE NEW FACILITY IN TAINAN AND ROTATE THE PROMOTION TO THE OTHER OUTLETS SERIALLY.

3. FAR EASTERN OFFICIALS STATE THEY ARE BUYING OR WILL BUY APPROXIMATELY \$200,000 OF U.S. GOODS FOR THE PROMOTION IN TAINAN. SINCE THIS IS A NEW STORE, THE AMOUNT CITED IS ESSENTIALLY ALL INCREMENTAL.

4. THE EMBASSY BELIEVES AN IN-STORE PROMOTION IN TAINAN WOULD BE A HIGHLY EFFECTIVE MEANS OF INTRODUCING U.S. CONSUMER GOODS

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INTO A PROSPEROUS AND GROWING MARKET IN TAIWAN. BASED ON THE

SUCCESS OF THE RECENT IN-STORE PROMOTION AT THE PRESIDENT
DEPARTMENT STORE IN KAOHSIUNG, WE BELIEVE SALES PROSPECTS ARE
GOOD. FAR EASTERN IS FAMILIAR WITH U.S. PRODUCTS AND IS
PROBABLY THE MOST EFFECTIVE RETAILER IN THE REPUBLIC OF CHINA.
IT HAS HELD IN-STORE PROMOTIONS ON TWO PREVIOUS OCCASIONS
(NOV. 1973; APRIL-MAY 1974) WITH EXCELLENT RESULTS.

5. THE EMBASSY PROPOSES THAT AN IN-STORE PROMOTION OF U.S.
CONSUMER GOODS AT THE FAR EASTERN DEPARTMENT STORE IN TAINAN BE
INCLUDED AS A TARGET OF OPPORTUNITY IN THE FY 1976 CCP. THE
EMBASSY WOULD APPRECIATE KNOWING WHETHER THE DEPARTMENT AGREES
TO THIS PROPOSAL AND WHETHER FUNDS ARE AVAILABLE TO SUPPORT IT
ASAP.
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